

METHOD AND SYSTEM FOR TRANSACTING WITH NETWORK TRAFFIC

ABSTRACT OF THE DISCLOSURE

A system and method for using targeted network traffic as payment-in-kind in exchange for rights to anything that may be connected to a network, such as network-connected computer hardware and copyrighted software or content on such hardware, is disclosed. The method may be adapted for use with almost any product or service which may be tracked over a network. The system and method are for use with transactions between a user of a subject product or service and a provider of the subject product or service desiring to receive traffic to a target in exchange for it. The user, called a "traffic generator" is capable of generating network traffic to the target. The subject product or service is connected to a network. A target traffic destination is designated by the provider or sponsor of the subject, such as a web page or web site. An traffic manager application for performing steps of the method, is connected to the network. The traffic manager may be incorporated into the subject (for example, if the subject comprises a web site), or may reside in a separate device. The traffic manager is configured to receive state information from the subject, and particularly, information about the state of use of the subject, such as the extent and manner to which the subject has been used or consumed, and to correspondingly debit a traffic generator account an amount depending on its state of use. The traffic generator is provided with a unique redirection code, and causes requests containing the redirection code to be directed to the traffic manager. The traffic manager is further configured to generally receive requests over the network. When the traffic manager receives a request containing a redirection code, the traffic manager redirects the request to the target, and credits a traffic generator account an amount depending on how the traffic to the target is measured. The traffic manager retains the traffic generator account information for use by the sponsor.